



Accounting & Financial Women's Alliance

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Mesa East Valley's IN TOUCH

October 2014

Vol 23, Issue 4

www.mesaeastvalleyafwa.org

President's Corner by Stacey Craig



Happy Fall! As the weather finally becomes bearable and we wrap up our 4th month of this fiscal year, I'm incredibly proud of our chapter. Each month we make more progress towards achieving the goals we set at the beginning of the year. This month, we participated in a community service event at ICAN, helping families decorate pumpkins. It was a very fun and rewarding experience! Another goal we have achieved is finding a new partner in the East Valley to provide financial literacy to.

We are working on getting a program going with ICAN for that as well.

Another reason to be proud of our chapter is our wonderful representation at the AFWA Annual Conference in New Orleans. We had 6 members in attendance, and our very own Laura Mangan was co-chair of the conference. She and her committee did not disappoint. There were wonderful speakers, a lively annual business meeting, and we even got to have some fun experiencing some New Orleans food and nightlife. Next year's conference will be in Pittsburgh, and I hope we will have even more members representing our chapter there.

Once again, I challenge every member to do your part to make our chapter successful. As Henry Ford said "Coming together is a beginning. Keeping together is progress. Working together is success." You can help by joining a committee, participating in a community service project, or simply by attending as many chapter events as possible. Don't miss our October meeting, Student Night, where our very own Julie Walker will be presenting "Resume Writing and Interview Skills." A special "Thank You" goes out to our Student Night sponsor, Becker CPA Review. I look forward to seeing you all there!

Stacey Craig

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After all those years as a woman hearing 'not thin enough, not pretty enough, not smart enough, not this enough, not that enough, almost overnight I woke up one morning and thought, 'I'm enough.'

Anna Quindlen

Happy Halloween

October Meeting Details Tuesday, October 28, 2014

Student Night!

- TOPIC:** Resume Writing and Interview Skills
- LOCATION:** Landmark Restaurant
809 W Main St, Mesa
- DINNER:** Crab Cakes or Salad Room
- TIME:** 5:30 p.m. Networking
6:00 p.m. Dinner
7:00 p.m. Presentation
- COST:** \$26 member / \$32 guest / \$10 student

RSVP by October 24th online at:

<http://mesaeastvalleyafwa.org/meetings.html>

You can also contact our membership director Patricia Schumacher at pks-cpa@cox.net or call 480-584-4344.

ADMINISTRATIVE POLICIES: If you would like to cancel a reservation, please contact Laura at the above email. Per chapter rules, if you register and do not attend or do not cancel by the Monday prior to the meeting, you will be charged the cost of the dinner. For more information regarding administrative policies such as

ANNOUNCEMENTS



- **Monthly 50/50 Drawing:** If you can't win the Lottery, try the 50/50 drawing for better odds (tickets \$2 each or 6 for \$10). Proceeds benefit our scholarship fund.
- **Phoenix chapter CPE Saturday:** November 8, 7:30 am to 5:00 pm. If you are looking for CPE, then this is a great way to get a bunch (8) of hours in one day. Topics include Tax Updates, Small Business Loan Clinic, QuickBooks Tutorial, Audit and Revenue Recognition updates. Visit their website for more information: www.phoenixafwa.org.
- **Community Service:**
 - Financial Literacy Program: Our chapter is working to help others learn the financial skills that will help them management their money and be successful in life. This program uses the FDIC Money Smart Program. If you are interested in helping, please contact Pat Donohue at Pkdonohue@cox.net
 - We will be collecting donations for a Thanksgiving meal and also providing gifts for a family at Christmas. Watch your e-mail for information on how you can help with these events or contact Dayna Brown at daynab@woodsidehomes.com.
- **Chapter Scholarship opportunities:** Spring semester Scholarships available from our chapter . Application deadline is December 15, 2014. Visit our website scholarship for more information and to apply.
- **AFWA National Scholarships:**
 - The Foundation is now accepting applications for the 2014 Gleim CIA, CMA, and EA Review course scholarships. Deadline is October 31, 2014.
 - Ledgent Native American Scholarships—deadline extended to October 31Visit the website at www.afwa.org/foundation/scholarships for more information on these and other scholarship opportunities through AFWA National
- **Committee openings!** Our chapter is always looking for help with our various committees: Activities, Community Service, Membership, and Education Foundation. If you are able to help with one of these committees or would like to find out more about them, please contact Stacey Craig (staceyc@woodsidehomes.com) or the committee chair for that area. This is a great way to start getting involved and helping out more with the chapter.

Meetings and Events around Phoenix

IMA Valley of the Sun Chapter (www.imavalleyofthesun.org):

- October Meeting: Tuesday, October 21:** Annual Career/Student Night—afternoon and evening sessions
Afternoon: 3:15 pm to 5:00 pm: “Laying out Your Career Path and Building Your Personal Brand”
Dinner and Evening Sessions: 5:00 pm to 8:00 pm: “Hiring from the Financial Executive Perspective”
Visit their website to register: www.imavalleyofthesun.org
- Breakfast Meeting: Friday, October 31:** 7:30 am to 8:30 am
“CFO—Analyst to Catalyst” at The University Club, 39 E. Monte Vista Rd., Phoenix

AFWA Phoenix Chapter (www.phoenixafwa.org):

- CPE Saturday—register now! (www.phoenixafwa.org)**
Saturday, November 8—8 hours of CPE. Includes tax updates, revenue recognition, audit updates
- Next monthly meeting:** Thursday, November 20: Medicare and 401(K) (2 CPE)

VITA opportunities: The Mesa United Way is looking for volunteers for the VITA program (Volunteer Income Tax Assistance). This program provides free income tax assistance to low and moderate income families. Training starts in November. Please contact Don Jensen at don.jensen@mesaunitedway.org for more information. This is a great way to help the community and for non-tax accountants to increase their tax knowledge.

ICAN: Positive Programs for Youth:

One of our members, Brenda Masters, is involved with Collaborating for a Cause. Please see the information below and contact her if you are interested in find out more about this organization.

Collaborating for a Cause is a networking group comprised of nonprofit finance and development professionals. The group conducts monthly meetings aimed at providing networking opportunities and expert led best practice learning experiences for our members. The atmosphere is lively and friendly, yet structured and efficient.

Meeting Location: ICAN Board Room
650 East Morelos Street
Chandler, AZ 85225
480-821-4207

Our upcoming meetings:

For information on upcoming events and ways to get involved, please contact Brenda or Danielle:

Brenda@icanaz.org or Danielle@icanaz.org



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2014 - 2015 Program Schedule

Date	Program	Speaker	Promotion	Salad Bar or Entree
7/22/14	GAAP/FASB Updates	Chris Lutes & Adam Cary		Atlantic Salmon
8/26/14	Nonprofit Accounting	Patricia Schumacher	Qtrly Food Bank	Champagne Chicken
9/23/14	Economic Update	Annie Groth	Joint meeting with Phx Chapter	Pot Roast
10/28/14	Resume Writing & Interview Skills	Julie Walker	Student Night	Crab Cakes
11/18/14	Forensic Accounting	Billy Vickers	Qtrly Food Bank 2 Hours CPE	Roasted Turkey
12/16/14	Team Building	Roger Gannon	Gift Exchange & Holiday Gift Drive ½ price member	Prime Rib
1/27/15	Federal & State Tax Updates	Lisa Novack, IRS & Anthony Forschino AZDOR	2 Hours of CPE	Chicken Marsala
2/24/15	Excel	Shelby Williams	Qtrly Food Bank Joint Meeting Scholarship Awards	Meatloaf
3/24/15	My Brain Made Me Do It: Common Investor Mistakes	George E Rambow III, Edward Jones	Bring Your Boss	Southwest Tilapia
April 2015 Fun Event - TBD				
5/26/15	Professional Image Leadership	Mary Lynn Initsky TBA	Qtrly Food Bank 2 Hours CPE	Champagne Chicken
6/23/15	Officer Installation	No CPE Program		Atlantic Salmon

Regular monthly meetings are held at the Landmark Restaurant 809 W. Main St. Mesa, AZ 85201. Speakers or topics may change if necessary. Please contact the chapter before the meeting date to confirm.

Cost: \$26 - Member, \$32 - Guest, \$20 - Student Reservations should be made by noon the Friday before the meeting. Any cancellations must be made by noon on the Monday before the meeting. The Mesa East Valley Chapter will be charged by the restaurant for all meals reserved. Any missed reservations will be billed by the chapter treasurer to the member or guest if they are not canceled by the deadline. To RSVP, please visit our chapter website at www.mesaeastvalleyafwa.org/meetings. To change or cancel reservations, please contact Membership Director Patricia Schumacher at pkc-cpa@cox.net.



2015 theme:

**Lightbulb Moments that Show the Way
Personal Insights In Action**

The Accounting MOVE Project measures and supports the advancement of women in public accounting. The AFWA is an association partner with MOVE.

Accounting MOVE Project 2015 Key deadlines:

- November 20, 2014: Webinar: Insights from MOVE firms
- December 22, 2014: Deadline for signing up
- January 30, 2015: Deadline for completing MOVE survey
- May 2015: MOVE executive summary in Public Accounting Report
- June 1, 2015: Best Public Accounting Firms for Women & Full MOVE report released
- June 17, 2015: Confidential firm scorecards and snapshots released

How MOVE Works

- Proven and promising practices relevant for firms of all sizes
- Career insights that provide context for individual women
- Results published in [Public Accounting Report](#) in May and [in full](#) in June
- [Best Public Accounting Firms for Women list](#) sponsored by AFWA and AWSCPA
- Comprehensive, confidential survey and interviews

- Confidential report to each participating firm
- Administrative fee scaled to firm size
- Participation and signup details:
<http://wilson-taylorassoc.com/move/accounting>

How You Can Help

- Encourage your firm or the firm(s) used by your organization to join MOVE today!
- Share your 'lightbulb' moment with the MOVE team: move@wilson-taylorassoc.com

Highlights from the 2014 Accounting MOVE Project

Women comprise:

- 51% of employees at American CPA firms
- 51% of the managers
- 44% of the senior managers
- 19% of partners/principals/leaders
- 19% of management committee members

Key takeaways:

- Firms can actually turn a profit from their women's initiative
- Rothstein Kass gained \$6.5 million in new revenue in 3 years directly from its Rainmakers Roundtable program
- The key: sync skills training with business development experience
- The most important metric to track: retention of partner-track women

For more details:

Joanne Cleaver President, Wilson-Taylor Associates, Inc.
 231.299.1275 jycleaver@wilson-taylorassoc.com

Founding sponsor: Moss Adams National sponsor: CohnReznick
 Association partners: Accounting & Financial Women's Alliance
 American Woman's Society of CPA's

For more information on the MOVE project, visit the AFWA national website: www.afwa.org

BENEFITS OF MEMBERSHIP

- Prestigious status of professional affiliation
- National contacts for networking and professional information
- Forum for CPE
- Scholarship opportunities
- Leadership opportunities in supportive arena
- Subscription to *Accountability* e-Newsletter
- National and regional conferences at a discounted rate
- Access to Career Center
- Access to LinkedIn group
- National online membership directory
- Discounted membership to the Institute for Management Accountants (IMA)
- Discounted products and services through affiliation agreements (CPA review courses, CCH tax & accounting books, and Long Term Care Insurance)

Office	Name	Phone	Email
President	Stacey Craig		scraig23@cox.net
President-Elect	Open		
Treasurer	Deanna Schantel	602-568-9664	dschantel@cox.net
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Activities	Shelby Williams	602-430-8834	Shelby_williams@yahoo.com
Community Service	Dayna Brown		daynab@woodsidehomes.com